



LinkedIn Workshop

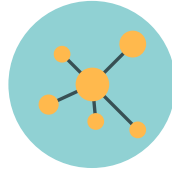
ViP Week 2

Why do I need a LinkedIn?



Recruiters

94% of job recruiters use LinkedIn to find and reach out to candidates (plus employers will see it if they Google you)



Network

Even if you aren't searching for jobs, you can still make connections for down the road



Apply to Jobs

Many companies let you apply through LinkedIn, and you can simply upload your profile



Research Companies

You can look at companies/ industries that interest you (and prepare for interviews)

Name



Headshot

- Can use the one you took with ViP!
- Make sure you are alone and the picture looks professional

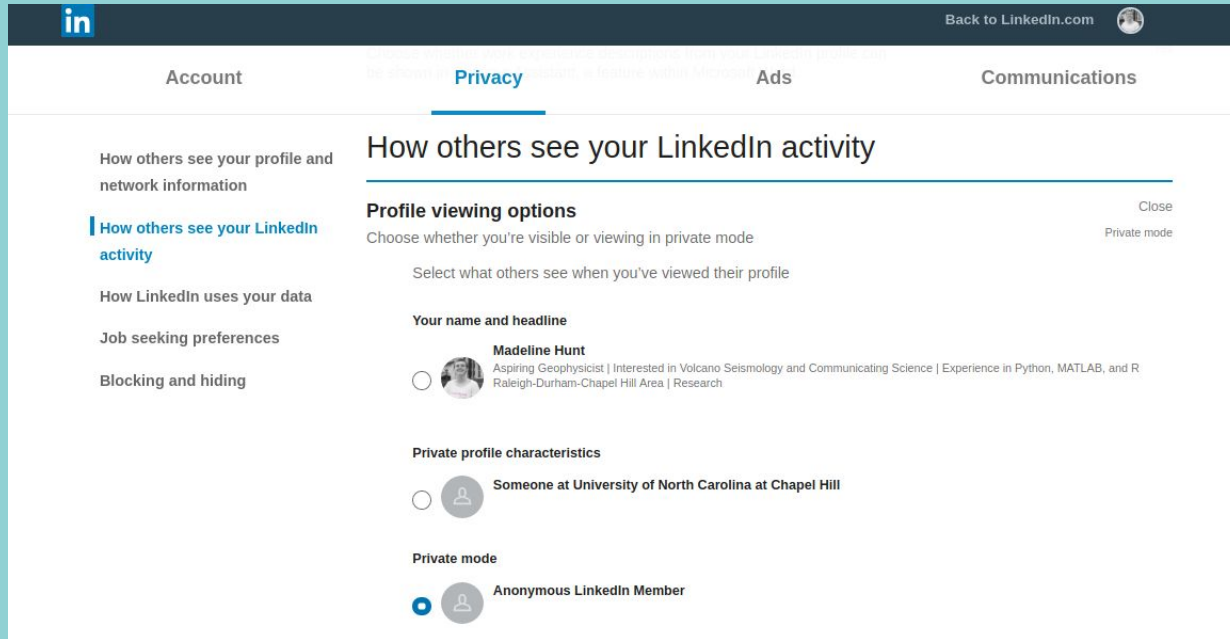


Custom URL

- Change from the default

<p>Public profile settings</p> <p>You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.</p>	<p> Edit your custom URL</p> <p>Personalize the URL for your profile.</p> <p>www.linkedin.com/in/madhunt </p>
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Privacy Settings



The screenshot shows the LinkedIn Privacy Settings interface. At the top, there is a dark blue header with the LinkedIn logo on the left and a 'Back to LinkedIn.com' link with a profile picture icon on the right. Below the header is a navigation bar with four tabs: 'Account', 'Privacy' (which is selected and underlined), 'Ads', and 'Communications'. The main content area is titled 'How others see your LinkedIn activity'. On the left side, there is a sidebar menu with the following items: 'How others see your profile and network information', 'How others see your LinkedIn activity' (highlighted with a blue bar), 'How LinkedIn uses your data', 'Job seeking preferences', and 'Blocking and hiding'. The main content area has a sub-header 'How others see your LinkedIn activity' followed by a horizontal line. Below this is the 'Profile viewing options' section, which includes a 'Close' link and a 'Private mode' label. The text reads: 'Choose whether you're visible or viewing in private mode' and 'Select what others see when you've viewed their profile'. There are three sections of options: 1. 'Your name and headline' with a radio button selected for 'Madeline Hunt' (Aspiring Geophysicist | Interested in Volcano Seismology and Communicating Science | Experience in Python, MATLAB, and R | Raleigh-Durham-Chapel Hill Area | Research). 2. 'Private profile characteristics' with a radio button selected for 'Someone at University of North Carolina at Chapel Hill'. 3. 'Private mode' with a radio button selected for 'Anonymous LinkedIn Member'.

in Back to LinkedIn.com

Account Privacy Ads Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your LinkedIn activity

Profile viewing options Close

Choose whether you're visible or viewing in private mode Private mode

Select what others see when you've viewed their profile

Your name and headline

Madeline Hunt
Aspiring Geophysicist | Interested in Volcano Seismology and Communicating Science | Experience in Python, MATLAB, and R | Raleigh-Durham-Chapel Hill Area | Research

Private profile characteristics

Someone at University of North Carolina at Chapel Hill

Private mode

Anonymous LinkedIn Member

Headline

- Sum up your professional identity in a short phrase
 - Will default to your current job if you don't edit it
 - 120 characters
1. Include area of study
 2. Intended career path (“aspiring”)
 3. If you're looking for jobs, can put “seeking” and describe what you want to do
 4. Use specific keywords (like Python, etc.)

Aspiring Geophysicist | Interested in Volcano Seismology
and Communicating Science | Experience in Python,
MATLAB, and R

Experience

- Include work experience as well as research experience or internships here

Education

- Connect to UNC alumni

Volunteer Experience

Skills

Accomplishments

- Publications, courses, poster presentations (can add in projects?)

Recommendations

- Request recommendations and endorsements of skills from previous employers

About/Summary

- Brief description about what you have done, are currently doing, and what you're interested in
 - 2000 characters
 - Kind of like a personal statement
1. Short statement about what you do currently (what are you studying, are you doing any research?)
 2. What do you love? What are you passionate about? (what do you want to do, if you aren't already doing it?)
 3. List or describe your accomplishments and skills
 4. Make sure to include **keywords** or core competencies (next slide!)
 - a. Look at jobs/research you are interested in and use keywords in the descriptions in your profile
 5. Talk about extracurriculars: what do you do outside of classes?
 6. If you are looking for jobs or networking, you can mention that

Core Competencies

a.k.a key soft “resume skills”

Also look at APS Skills

Inventory:

[https://www.aps.org/careers/
guidebook/skills.cfm](https://www.aps.org/careers/guidebook/skills.cfm)

- Active Listening
- Analytical Skills
- Collaboration
- Communication
- Conflict Resolution
- Creativity
- Critical Thinking
- Decision Making
- Flexibility
- Interpersonal
- Management Skills
- Leadership
- Organization
- Public Speaking
- Problem Solving
- Teamwork
- Technical Writing
- Time Management
- Troubleshooting
-

Examples

- There are many great examples online!
- <https://www.jobscan.co/blog/linkedin-summary-examples/>
- <https://www.thebalancecareers.com/good-linkedin-summary-with-examples-4126809>
- Slides 25-27:
https://grad.uchicago.edu/wp-content/uploads/2018/02/LinkedIn_Seminar_Jan_2017.pdf

I am a hardworking college senior currently doing research on infrasound data from cannon blasts. I will use this data to create a model of how these infrasound waves propagate through the atmosphere. Infrasound and seismology research is a new love for me. I had the opportunity to travel to Chile and deploy infrasound sensors on a volcano recently, which reinvigorated my passion for field work. I have known that I enjoy coding for a few years, and this type of research combines my passion for field work and programming into one.

This summer, I participated in an REU at the University of Hawai'i, where I simulated thrust faults at subduction zones in MATLAB. Through this experience, I got more comfortable coding and problem-solving independently, but learning to ask for help when I really need it. However, I also learned that I don't want to spend my career working with simulations -- I am much more interested in analyzing actual data, and going into the field to collect it.

Communicating science effectively is very important to me. I recently won "Best Poster Presentation" Award at the Conference for Undergraduate Women in Physics. I strongly believe in making research easy for others to understand -- this is how ideas are effectively shared and everyone is involved in the science process. Having a well-thought out poster or presentation at a conference is just one way to do this. Reaching out to the community to do demos is another, and one that I am just as passionate about.

Outside of research, I am the Director of Outreach for the UNC Visibility in Physics club. Through this position, I have helped organize outreach events, and presented physics demos to kids in the community. I also paint, read, and go hiking in my free time!

Skills: Python, MATLAB, R, physical modeling, inverse theory, infrasound, continuum mechanics, data analysis, signal processing, field work, technical writing

I am currently seeking jobs for after graduation, so please reach out to me via email (madhunt@live.unc.edu)!



Create Your LinkedIn!

Work on your LinkedIn page and we will be around as a resource to help!

LinkedIn/networking

How to use LinkedIn to be more visible

- Comment on other people's posts
- Keep up with industry news
- Add connections to your network
- Update your experience as it happens
- Research companies and stay in touch with interviewers
- Type school name into search bar to see alumni
 - Find people at companies you're interested in

Professional photo



Relevant header photo



Add profile section

More...



Shannon Goad

2020 Technology Analyst at BlackRock

Chapel Hill, North Carolina · [500+ connections](#) · [Contact info](#)



Girls Who Code



University of North Carolina at Chapel Hill

About



I am a senior at UNC Chapel Hill pursuing a B.S. in computer science with a second major in mathematics. At school, I currently work as an undergraduate teaching assistant for COMP 401 (Foundations of Programming) within the Department of Computer Science, and I volunteer with Girls Who Code.

Descriptive bio

Your Dashboard

Private to you

☆ All Star

424

Who viewed your profile

566

Post views

107

Search appearances

Activity

610 followers [Manage followers](#)



Thanks, Spencer!
Shannon replied to a comment



You too, Anna!
Shannon replied to a comment



Thank you so much!
Shannon replied to a comment



So thankful to be a part of UNC CS and attend Grace Hopper!
Shannon shared this
10 Reactions

[See all](#)

Frequent activity

Experience



Teaching Assistant
Girls Who Code
Aug 2019 – Present · 4 mos
Chapel Hill

- Teaching middle and high-school-aged girls how to code in Python
- Leading discussions about the history of women in computing



2020 Technology Analyst
BlackRock
Oct 2019 – Present · 2 mos
Greater New York City Area



Undergraduate Teaching Assistant
UNC Department of Computer Science
Jan 2019 – Present · 11 mos
Chapel Hill, NC

- Teaching weekly recitations of 30 students using in-person programming demos of OOP concepts
 - Leading 3 weekly cohort meetings of 7 students each to practice problems and review course material
- [...see more](#)



Rewriting the Code Fellow
Rewriting the Code
Jun 2019 – Present · 6 mos
Raleigh-Durham, North Carolina Area
Recipient of RTC Fellowship 2019-2020

All relevant experience



Bulleted details

Education information

Education



University of North Carolina at Chapel Hill

Bachelor of Science - BS, Mathematics and Computer Science

2017 – 2020

Activities and Societies: Honors Carolina, Computer Science Student Ambassadors, Women in Computer Science, COMP 401 TA, Girls Who Code



Grapevine High School

Texas Distinguished High School Diploma, General Studies

2013 – 2017

Activities and Societies: Student Body President, Varsity Dance Senior Lieutenant, National Honor Society, National Art Honor Society, National Spanish Honor Society, Mu Alpha Theta

Skills & Endorsements

Add a new skill



[Take skill quiz](#)

Team Leadership · 17



Endorsed by 2 of Shannon's colleagues at Girls Who Code

Java · 10



Endorsed by 2 of Shannon's colleagues at Girls Who Code

Critical Thinking · 14



Endorsed by **Jacob W. Dallin**, who is highly skilled at this



Endorsed by 3 of Shannon's colleagues at **UNC Department of Computer Science**

Skills endorsed by colleagues

[Show more](#) ▾

Accomplishments



16 Courses



Algorithms and Analysis • Artificial Intelligence • Business Communications • Computer Organization • Data Structures • Differential Equations • Discrete Math • Effective Peer Teaching in Computer Science • Foundations of Computer Programming • Linear Algebra • Little Languages • Mechanics • Models of Language and Computation • Multivariable Calculus • Quantum Computing • Real Analysis

5 Honors & Awards



UNC CS Grace Hopper Scholarship Recipient • Rewriting the Code Fellow • Bandwidth Best Use of Messaging API • JP Morgan Best Hack for Social Good • National Merit Scholar

2 Projects



AuntFlo • Find Your Flex

Technical coursework

Relevant awards and projects

Interests



Mark Cuban

President
5,423,714 followers



Bill Gates

Co-chair, Bill & Melinda Gates Foundati...
22,869,329 followers



Jeff Weiner

CEO at LinkedIn
10,010,051 followers



Alpha Kappa Psi

37,388 members



Microsoft

8,853,225 followers



Oracle

4,357,227 followers

Industry interests

Other ways to network

- Ask your friends and older students about their experiences in industry or research
- Go to career fairs at UNC
- Go to company events at UNC
- Reach out to acquaintances at companies you're interested in
- Go to hackathons or other applicable events; companies are often there recruiting

Thanks!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.

